

Media Update

25 July 2024

Three Local Media in Gresik Garner Award for Innovation at East Java Media Summit 2024

Surabaya, 25 Juli 2024 – Three local media in Gresik were conferred Media Innovation Awards 2024 by PT Freeport Indonesia (PTFI) during the East Java/Jatim Media Summit 2024 in Surabaya, East Java, on Thursday.

East Java Acting Governor Adhy Karyono presented awards to the three media, namely Gresik Satu, Kabar Gresik, and Info Gresik, accompanied by two initiators of the Jatim Media Summit 2024, CEO Suara.com CEO Suwarjono and Beritajatim.com CEO Dwi Eko Lokononto.

"Congratulations to these three media from Gresik and thank you Freeport for your support. We are fortunate to have Freeport in our midst, for ultimately not only serving to increase investment in East Java, but also having an effect on our region's entire media corps, in particular through lessons learnt through Freeport," Adhy said.

He said disruption of information technology and the COVID-19 pandemic had led to changes and the media transition from print to digital platform. A 2022 UNESCO report noted advertising distribution in print media worldwide dropped from 22.9% in 2010 to 5.7% in 2021. The world of media underwent a drastic change, with print media dwindling and shifting to online digital platforms.

"Societal patterns with regard to media consumption have now undergone major transformation, and people are now highly internet minded. Everyone interacts through online platforms, causing online advertising to proliferate and offer golden opportunities," he added.

He voiced the hope that the media would take steps to learn how to become independent, professional, and self-sufficient businesses. "And ultimately to remain upright and resoundingly cover and report actual and conscientious communications from both the public and the government," he said.

PTFI Vice President of Corporate Communications Katri Krisnati expressed congratulations and highest appreciation for media in Gresik participating in the Media Innovation Awards event. "The media are strategic partners of Freeport Indonesia and we intend to continue our support for the media to continue growing, collaborating, and innovating such that they are increasingly empowered during this current media

disruption era,” she said.

For the record, local media registered to participate in the Media Innovation Awards and submitted media business proposal ideas to the Jatim Media Summit 2024 committee as part of the incubation process. During this stage, they formulated ideas and innovations for the development of their media. The key words with regard to formulation of innovative ideas were collaboration and a young audience.

This incubation process is part of a sequence of activities under the Jatim Media Summit 2024 conducted in workshops. 20 local media managers participated in rotating sessions on developing digital media content.

"Out of all the proposals submitted, we selected three that had the most interesting and original ideas. These winners will receive a Media Innovation Grant from Freeport Indonesia and assistance and mentoring for development of their business," Suara.com CEO Suwarjono disclosed.




One such winner is Gresik Satu. This media submitted ideas for coalescing diverse elements of society, whether media, influencer, community of MSME under a single, comprehensive digital platform. These diverse elements would then be provided with training in a workshop towards increasing their skills for the long term.

Whereas Kabargresik would endeavor to encourage journalism among residents with the aim of accelerating distribution of information. Interestingly, the workshop on journalistic standards would be held in roadside coffee stalls. The target audience would consist of people from various strata of society and of different ages.

Meanwhile Infogresik proposed to conduct activities using an information approach to stimulate familiarity and audience engagement. Their proposal placed emphasis on a high degree of interaction among the public, with the goal of conserving the local dialect.

"Hopefully these small steps will be of use for local media and our hope is that these ideas and business conceptions can be realized towards empowering the media concerned and making them self-sufficient, as well as inspiring other media to continue advancing their business while maintaining their independence as media," Katri said.

135 media from East Java participated in JMS 2024 along with media from other provinces, including Central Java, West Java, Banten and East Kalimantan. This two-day activity had speakers from academia, local digital platforms, and digital advertising agencies. The goal of JMS 2024 is to provide knowledge and access to local media towards increasing their proficiency and skills in garnering opportunities for development of their respective media.

PHOTO	CAPTION
	East Java Acting Governor Adhy Karyono delivering a speech at the opening of the Jatim Media Summit 2024 in Surabaya, on Thursday (25/7).
	East Java Acting Governor Adhy Karyono presented awards to three media, namely Gresik Satu, Kabar Gresik, and Info Gresik, accompanied by two initiators of Jatim Media Summit 2024, namely Suara.com CEO Suwarjono and Beritajatim.com CEO Dwi Eko Lokononto, as well as PTFI External Communications Manager Desy Saputra.
	135 participants pose for a group photograph during the Jatim Media Summit 2024 taking place on 24 - 25 July which had speakers from academia, digital platforms, local media managers, and digital advertising agencies.

About PT Freeport Indonesia (PTFI)

PT Freeport Indonesia (PTFI) is a mineral mining company affiliated with Freeport-McMoRan (FCX) and Mining Industry Indonesia (MIND ID). PTFI mines and processes ore to produce copper concentrate, which also contains gold and silver.

PTFI markets its concentrate to all parts of the world, and primarily to the first domestic copper smelter in Indonesia, which is operated by PT Smelting. PTFI's mining operation is located in the Grasberg mineral district in Papua – Indonesia. PTFI is currently conducting the world's biggest underground mining operation using the block caving method. In conducting its operation, PTFI promotes and upholds responsible and sustainable business practices.